

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

- (a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;
- (b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;
- (c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;
- (d) based on user profile information ~~{criteria specified by the provider associated with the end-user}~~, selecting at least one network address for each of the retrieved records; and
- (e) initiating transmission of the at least one selected network address from the network site to the end-user.

Claim 2 (currently amended): A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

- (a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records

has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

(b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;

(c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;

(d) based on information regarding a device employed by the user to access the network ~~{an expressed goal of the end-user}~~, selecting at least one network address for each of the retrieved records; and

(e) initiating transmission of the at least one selected network address from the network site to the end-user.

Claim 3 (currently amended): A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

(a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

(b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;

(c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;

(d) based on context information comprising information regarding current or historical activity of the user on the network ~~{property information of a session of the end-user on the network}~~, selecting at least one network address for each of the retrieved records; and

(e) initiating transmission of the at least one selected network address from the network site to the end-user.

Claim 4 (currently amended): A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on user profile information ~~{criteria specified by the provider associated with the end-user}~~, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.

Claim 5 (currently amended): A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on information regarding a device employed by the user to access the network ~~{an expressed goal of the end-user}~~, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.

Claim 6 (currently amended): A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on context information comprising information regarding current or historical activity of the user on the network ~~[property information of a session of the end-user on the network]~~, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.